REMARKS

Claims 2 and 20-27 have been canceled. Claims 1, 3-10, 33, 40, and 51 have been amended to clarify the subject matter regarded as the invention. Claims 1, 3-19, and 28-59 are pending.

Claim Rejections – 35 U.S.C. §101

The Examiner has rejected Claims 1, 3-19, and 28-59 under 35 U.S.C. §101.

Independent Claims 1, 33, 40, and 51 have each been amended in a manner that is believed to overcome the Examiner's rejections. Support for the amendments may be found, without limitation at pages 23 and 29 of the Specification.

Claims 3-19, 28-32, 34-39, 41-50, and 52-59 depend, either directly or indirectly from one of the aforementioned independent claims and their rejections under 35 U.S.C. §101 are therefore also believed to have been overcome.

Claim Rejections – 35 U.S.C. §102(b) and/or §103(a)

The Examiner has rejected Claims 51-59 under 35 U.S.C. §102(b) as anticipated by, or, in the alternative, under 35 U.S.C. §103(a) as obvious over Jahnke of record. Applicants respectfully disagree. As amended, Claim 51 recites, in part, a bid server configured to determine "which of the received bids is valid" and also to "provide market feedback to one or more selected client processors from which the bid server has received a valid bid." Jahnke does not discloses these limitations and Claim 51 is believed to be allowable accordingly.

Claims 52-58 depend from Claim 51 and are therefore believed to be allowable for the same reasons described above.

The foregoing amendments are not to be taken as an admission of unpatentability of any of the claims prior to the amendments.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

Dated: January 31, 2010

Robyn Wagner

Registration No. 50,575

V 408-973-2596 F 408-973-2595

VAN PELT, YI & JAMES LLP 10050 N. Foothill Blvd., Suite 200 Cupertino, CA 95014